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The present invention makes it possible to receive  
5 print data from the host apparatus and decide whether  
or not to store compressed data obtained by compressing  
image data of the received print data in memory; and if  
the compressed data should be stored in memory, predict  
the data volume of the compressed data and decide whether  
10 it is possible to store the compressed data of the  
predicted data volume in memory or not; then, if the  
compressed data of the predicted data volume can be  
stored, interpret the page description language of the  
print data, acquire image data and store the compressed  
15 data obtained by compressing the image data in memory.  
Thus, when storing the received print data in memory,  
the present invention predicts the data volume of the  
compressed data of the print data, and if the compressed  
data of the predicted data volume can be stored in memory,  
20 the compressed data of the print data is stored in memory.  
For this reason, if the compressed data of the print data  
can be stored in memory, the present invention can store  
the print data received from the host apparatus in memory  
of the apparatus without requiring bulk memory.